



## HP and Buskro Make Up the “Get Us Out of Trouble” System for Mid-Island Group

### MID-ISLAND GROUP

HP customer case study:  
Mid-Island Group,  
Farmingdale, NY,  
USA

**Innovative, versatile and reliable technology support varied requirements for printing on a wide range of media.**

The days of just addressing or cutting and folding are long gone. We have to offer a wide range of services and be able to print on many different surfaces to satisfy our customers' needs," says Bob Russo, vice president at Mid-Island Group. "That makes the type of equipment and inks we use an important part of our business."

Situated in the middle of Long Island, comfortably away from, but still easily accessible to the daily crush of New York City, the Mid-Island Group handles a wide range of work from all sizes and types of companies in the metropolitan area. The Mid-Island Group has over 30 years of award winning experience using the most up-to-date equipment available. Its 80,000-sq.ft. headquarters is located minutes from the U.S. Postal Service Sectional facility in Melville, NY, and USPS personnel are on site to provide quick verification and delivery of mail into the postal system. The 275-person company provides a full range of diecutting, folding, trimming, stitching and bindery services, and about six years ago expanded into mailing to fill out its scope of capabilities. Today, Mid-Island Group produces some 2,500,000 inkjet addressed pieces of mail each month. It also uses its inkjet devices to produce pharmaceutical products, multi-media, key coding and much more. The range of substrates used by its customers includes almost any printable material, so inks that print and adhere reliably are required.

HP inks, such as Fast Dry Black and Versatile Black, are among the mainstays of imprinting at Mid-Island Group.

These inks are used in conjunction with two types of equipment to handle much of the mailing and imprinting projects coming through the company's Farmingdale, NY operation. One is an MBO vacuum table that can be configured in a variety of ways, the other is a Buskro BK700 Inkjet System equipped with Apollo print heads that can accommodate a full range of HP inks. "We use the Buskro system with up to three one-inch printheads as a standalone inkjet imprinting system, but we also mount it on the vacuum table," explains Russo. "The system is easy to set up and can be configured in a variety of ways."

### The Go-to Machine

"The Buskro is a great asset to our operation. It's our 'get us out of trouble' system," affirms Russo. "Whether we need high or low resolution or have to print on difficult surfaces, it's our go-to machine. And HP inks give us the reliability we need."

The wide range of substrates Mid-Island has to print on requires inks that can be counted on to work first time, every time. "You wouldn't believe some of the materials we have to print on," grins Russo. "We need a compatible ink that will print correctly and sit well on the stock. We've found HP has inks that will work on just about every material we encounter. For example, we often have to print on aqueous coatings, something that not all inkjet inks can do very well. But it's not a problem with HP inks."



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- Bob Russo, vice president at Mid-Island Group.

## At a glance

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## Ensuring Data Integrity

Mid-Island also uses the Buskro BK700 Apollo and HP inks in conjunction with a Lake Image camera system for read-and-print or matched-mail applications, postal barcodes, 2D barcodes, and OCR fonts. “If you need to use a pre-imaged 2D barcode, OCR number or even the recipient’s name to identify a particular mailpiece, the camera can read the identifier and the Buskro system prints the matching data for it,” explains Russo. Under the hood, Buskro’s Compose IQ software features real time 1:1 tracking system to ensure the integrity of the data match.

Buskro has been producing high quality production systems for over 30 years. Known for its build quality, innovation and versatility, Buskro has supplied state-of-the-art solutions that allow customers to expand their systems as their needs change. The availability of several different sizes of print heads, OCR, verification, tracking and software audit components, all of which can be enabled through the Compose IQ software package on all Buskro Controllers. Buskro produces all of its own hardware from rugged vacuum bases to the industry leading BK730 Tabber / Labeler and a host of other ancillary products. The controller is so adaptable that users can combine the Apollo 4C full-color print solution with standard Apollo heads to enhance personalization and response rates.

Russo’s preference for HP inks goes beyond the quality and reliability of the inks hitting the varied substrates his company encounters.

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“You can use the cartridges from start to finish. You know it’s loaded properly and that you’ll get the full life of it, the full value of the ink inside. You might be spending more money for an HP cartridge but if you buy a cheaper one you’re not going to get the full life out of it. HP goes to a higher standard.”

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